

Vert00-4NP  
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### Abstract Of The Invention

The number of showings desired for different messages within corresponding remaining time periods is used in selecting which message to show at a given time and/or location. The showings can be on public displays, including vehicle mounted displays. The number of desired exposures remaining for a message can be based on an estimate of the number of people or types of people reached by its prior showings. Such estimates can be based on information derived from sensors near the time and place of the prior showings and/or from less-real-time, previously derived data relating to such times and places. Which message is selected for a given time and/or place can be based on the relative degree to which viewership attributes desired for the showing of different messages match attributes associated with the given time and/or location.

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